

## Claims:

1. A greeting card comprising:  
a greeting card portion having at least a front panel and a rear panel, at least one  
of the panels having preprinted indicia thereon;  
5 a gift card having a coded portion with coded information thereon; and  
coupling means for temporarily securing the gift card to one of the front and  
rear panels whereby the panels initially conceal the gift card from view.
2. A greeting card as set forth in claim 1, wherein the front panel  
and rear panel are connected along a hinge line.
- 10 3. A greeting card as set forth in claim 2, wherein at least one of  
said panels includes preprinted indicia corresponding to a particular occasion.
4. A greeting card as set forth in claim 3, wherein at least some of  
the preprinted indicia is concealed beneath the gift card.
5. A greeting card as set forth in claim 1, wherein the coupling  
15 means includes adhesive.
6. A greeting card as set forth in claim 1, wherein the coded portion  
includes a personal identification number corresponding to the gift card.
7. A greeting card as set forth in claim 1, wherein the coded portion  
includes scannable information.
- 20 8. A greeting card as set forth in claim 7, wherein the coded portion  
includes a magnetic strip.
9. A greeting card as set forth in claim 7, wherein the coded portion  
includes a bar code.
10. A greeting card as set forth in claim 7, wherein the coded portion  
25 includes a transponder.
11. A greeting card as set forth in claim 7, wherein the coded portion  
includes a transmitter.
12. A greeting card as set forth in claim 1, wherein the panel carrying  
the gift card includes a window positioned in registry with the coded portion.
- 30 13. A greeting card as set forth in claim 1, wherein each of the panels  
of the greeting card portion has a width and length and the gift card portion has a width  
and a length which is less than the width and length of either of the panels.